

ORDER



Orders
Order / Rev: 712896
Alt Order #: 06311061
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 199
Flight Dates: 09/12/12 - 09/18/12
Original Date / Rev: 09/11/12 / 09/11/12
Order Type: Political

WFMY-TV

Primary AE: Nick Welte
Sales Office: T-PHI
Sales Region: NAT

Agency Name: American Rambler Productions/ POL
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Romney/ R / President
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/18/12	87	\$25,730.00	\$21,870.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	87	\$25,730.00	\$21,870.50	0.00
Totals	87	\$25,730.00	\$21,870.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	09/17/12	09/18/12	M-F 6-8a Good Morning Show 6a	CM	6-8a	11-----	:30	2	\$80.00	P-4	0.00	NM	2	\$160.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	11-----					2	\$80.00		0.00			
E 2	WFMY	09/12/12	09/14/12	M-F 6-8a Good Morning Show 6a	CM	6-8a	--111--	:30	3	\$80.00	P-4	0.00	NM	3	\$240.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--111--					3	\$80.00		0.00			
E 3	WFMY	09/12/12	09/14/12	CBS This Morning CBS This Morning	CM	8-10a	--111--	:30	3	\$60.00	P-3	0.00	NM	3	\$180.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--111--					3	\$60.00		0.00			
E 4	WFMY	09/17/12	09/18/12	CBS This Morning CBS This Morning	CM	8-10a	11-----	:30	2	\$60.00	P-3	0.00	NM	2	\$120.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	11-----					2	\$60.00		0.00			
E 5	WFMY	09/17/12	09/18/12	M-F 10-11a 10-11a	CM	10-11a	11-----	:30	2	\$50.00	P-4	0.00	NM	2	\$100.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	11-----					2	\$50.00		0.00			

Advertiser:	Romney/ R / President
Product Desc:	ROMNEY FOR PRESIDENT
Estimate:	199

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WFMY	09/12/12	09/14/12	M-F 10-11a 10-11a	CM	10-11a	-- 111--	:30	3	\$50.00	P-4	0.00	NM	3	\$150.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/10/12	09/16/12	-- 111--			3			\$50.00			0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WFMY	09/10/12-09/16/12		M-F 10-11a		10-11a	(10:00 AM-10:29 - WThF----	:30		\$50.00		0.00	NM		
3	WFMY	09/10/12-09/16/12		M-F 10-11a		10-11a	(10:00 AM-10:29 - WThF----	:30		\$50.00		0.00	NM		
E 7	WFMY	09/17/12	09/18/12	Price Is Right Price Is Right	CM	11a-12p	11-----	:30	2	\$140.00	P-3	0.00	NM	2	\$280.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/17/12	09/23/12	11-----			2			\$140.00			0.00		
E 8	WFMY	09/12/12	09/14/12	Price Is Right Price Is Right	CM	11a-12p	-- 111--	:30	3	\$140.00	P-3	0.00	NM	3	\$420.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/10/12	09/16/12	-- 111--			3			\$140.00			0.00		
E 9	WFMY	09/12/12	09/14/12	News2 at Noon News2 at Noon	CM	12-1230p	-- 111--	:30	3	\$130.00	P-3	0.00	NM	3	\$390.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/10/12	09/16/12	-- 111--			3			\$130.00			0.00		
E 10	WFMY	09/17/12	09/18/12	News2 at Noon News2 at Noon	CM	12-1230p	11-----	:30	2	\$130.00	P-3	0.00	NM	2	\$260.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/17/12	09/23/12	11-----			2			\$130.00			0.00		
E 11	WFMY	09/17/12	09/18/12	M-F CBS Soaps CBS Soaps	CM	1230-2p	11-----	:30	2	\$160.00	P-3	0.00	NM	2	\$320.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/17/12	09/23/12	11-----			2			\$160.00			0.00		
E 12	WFMY	09/12/12	09/14/12	M-F CBS Soaps CBS Soaps	CM	1230-2p	-- 111--	:30	3	\$160.00	P-3	0.00	NM	3	\$480.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/10/12	09/16/12	-- 111--			3			\$160.00			0.00		
E 13	WFMY	09/17/12	09/18/12	M-F 2-3p The Talk	CM	2-3p	11-----	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/17/12	09/23/12	11-----			2			\$100.00			0.00		
E 14	WFMY	09/12/12	09/14/12	M-F 2-3p The Talk	CM	2-3p	-- 111--	:30	3	\$100.00	P-3	0.00	NM	3	\$300.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/10/12	09/16/12	-- 111--			3			\$100.00			0.00		
E 15	WFMY	09/17/12	09/18/12	M-F 3-4p Let's Make a Deal	CM	3-4p	11-----	:30	2	\$95.00	P-3	0.00	NM	2	\$190.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/17/12	09/23/12	11-----			2			\$95.00			0.00		
E 16	WFMY	09/12/12	09/14/12	M-F 3-4p Let's Make a Deal	CM	3-4p	-- 111--	:30	3	\$95.00	P-3	0.00	NM	3	\$285.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/10/12	09/16/12	-- 111--			3			\$95.00			0.00		
E 17	WFMY	09/12/12	09/14/12	News 2 at 5 News 2 at 5	CM	5-530p	-- 111--	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
1X MAX/DAY															

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WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	WFMY	09/12/12	09/14/12	News 2 at 5 News 2 at 5	CM	5-530p	--111--	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--111--	3		\$225.00		0.00						
E 18	WFMY	09/17/12	09/18/12	News 2 at 5 News 2 at 5	CM	5-530p	11-----	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	11-----	2		\$225.00		0.00						
E 19	WFMY	09/12/12	09/14/12	530-6p Andy Griffith Andy Griffith	CM	530-6p	--111--	:30	3	\$350.00	P-2	0.00	NM	3	\$1,050.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--111--	3		\$350.00		0.00						
E 20	WFMY	09/17/12	09/18/12	530-6p Andy Griffith Andy Griffith	CM	530-6p	11-----	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	11-----	2		\$350.00		0.00						
E 21	WFMY	09/17/12	09/18/12	News 2 at 6 News 2 at 6	CM	6-630p	11-----	:30	2	\$525.00	P-2	0.00	NM	2	\$1,050.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	11-----	2		\$525.00		0.00						
E 22	WFMY	09/12/12	09/14/12	News 2 at 6 News 2 at 6	CM	6-630p	--111--	:30	3	\$525.00	P-2	0.00	NM	3	\$1,575.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--111--	3		\$525.00		0.00						
E 23	WFMY	09/17/12	09/18/12	PA (M-F) Wheel/Jeopardy	CM	7-8p	11-----	:30	2	\$375.00	P-3	0.00	NM	2	\$750.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	11-----	2		\$375.00		0.00						
E 24	WFMY	09/12/12	09/14/12	PA (M-F) Wheel/Jeopardy	CM	7-8p	--111--	:30	3	\$375.00	P-3	0.00	NM	3	\$1,125.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--111--	3		\$375.00		0.00						
E 25	WFMY	09/17/12	09/18/12	News 2 at 11 News 2 at 11	CM	11-1135p	11-----	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	11-----	2		\$350.00		0.00						
E 26	WFMY	09/12/12	09/14/12	News 2 at 11 News 2 at 11	CM	11-1135p	--111--	:30	3	\$250.00	P-4	0.00	NM	3	\$750.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--111--	3		\$250.00		0.00						
E 27	WFMY	09/18/12	09/18/12	Tue Prime A NCIS	CM	8-9p	-T-----	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$1,400.00		0.00						
E 28	WFMY	09/18/12	09/18/12	Tue Prime Other NCIS: Los Angeles (2)	CM	9-11p	-T-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$1,200.00		0.00						
E 29	WFMY	09/12/12	09/12/12	Wed Prime B Criminal Minds	CM	9-10p	--W----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 29	WFMY	09/12/12	09/12/12	Wed Prime B Criminal Minds	CM	9-10p	--W----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----					1	\$1,000.00		0.00			
E 30	WFMY	09/12/12	09/12/12	Wed Prime C CSI: Crime Scene Inv	CM	10-11p	--W----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----					1	\$800.00		0.00			
E 31	WFMY	09/13/12	09/13/12	Thu Prime B Big Brother 14	CM	9-10p	---T---	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---					1	\$1,200.00		0.00			
E 32	WFMY	09/14/12	09/14/12	Fri Prime A Undercover Boss	CM	8-9p	----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--					1	\$800.00		0.00			
E 33	WFMY	09/14/12	09/14/12	Fri Prime C Blue Bloods	CM	10-11p	----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--					1	\$800.00		0.00			
E 34	WFMY	09/15/12	09/15/12	Good Morning Show Sat Good Morning Show Sa	CM	6-9a	-----S-	:30	2	\$70.00	P-4	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					2	\$70.00		0.00			
E 35	WFMY	09/15/12	09/15/12	PA (Sa) Sat News/Ftbl Blitz	CM	7-8p	-----S-	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$100.00		0.00			
E 36	WFMY	09/15/12	09/15/12	News 2 at 11 News 2 at 11	CM	11-1135p	-----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$250.00		0.00			
E 37	WFMY	09/16/12	09/16/12	Good Morning Show Sun Good Morning Show Su	CM	6-9a	-----S	:30	2	\$70.00	P-4	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					2	\$70.00		0.00			
E 38	WFMY	09/16/12	09/16/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					2	\$200.00		0.00			
E 39	WFMY	09/16/12	09/16/12	Face the Nation Face the Nation	CM	1030-11a	-----S	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$500.00		0.00			
E 40	WFMY	09/16/12	09/16/12	Sun Prime A 60 Minutes	CM	7-8p	-----S	:30	2	\$750.00	P-4	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					2	\$750.00		0.00			
E 41	WFMY	09/16/12	09/16/12	Sun Prime C The Good Wife	CM	9-10p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$1,200.00		0.00			
E 42	WFMY	09/16/12	09/16/12	Sun Prime D The Mentalist	CM	10-11p	-----S	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$900.00		0.00			
E 43	WFMY	09/16/12	09/16/12	News 2 at 11 News 2 at 11	CM	11-1135p	-----S	:30	2	\$250.00	P-4	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 712896
 Alt Order #: 06311061
 Flight Dates: 09/12/12 - 09/18/12

Advertiser: Romney/ R / President
 Product Desc: ROMNEY FOR PRESIDENT
 Estimate: 199

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 43	WFMY	09/16/12	09/16/12	News 2 at 11 News 2 at 11	CM	11-1135p	-----S	:30	2	\$250.00	P-4	0.00 NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 09/10/12		09/16/12	-----S	2		\$250.00		0.00						
												Totals	87	\$25,730.00